

Message Text

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ACTION EA-10

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TAGS: ETRD, CH, US

SUBJECT: PRC NATIVE PRODUCE EXPORT FAIR IN KWANGCHOW

REF: A. STATE 31294; B. PEKING 0258; C. HONG KONG 1626

SUMMARY. ALTHOUGH NO AMERICANS WERE PRESENT OPENING DAY, SEVERAL FIRMS WERE EXPECTED TO ATTEND THE CHINA NATIONAL NATIVE PRODUCE AND ANIMAL BY-PRODUCTS CORPORATION'S FOREST PRODUCTS MINI-FAIR IN CANTON. TMK FOREST PRODUCTS FAIR IS ONE OF FOUR SMALL FAIRS CURRENTLY BEING HELD AT THE CANTON TRADE FAIR BUILDING. TAKEN TOGETHER, THESE EXHIBITIONS SEEM TO CONSTITUTE ONE OF THE "MINI-CANTON FAIRS" WHICH ARE HELD REGULARLY FOR HONG KONG CHINESE BUSINESSMEN BETWEEN THE SEMI-ANNUAL CANTON TRADE FAIRS. BY INCLUDING AMERICANS AND OTHER SELECTED FOREIGN BUSINESSMEN IN THE FOREST PRODUCTS FAIR, CORPORATION OFFICIALS APPARENTLY HOPE TO INCREASE SALES BY PROVIDING AN ATMOSPHERE MORE CONDUCIVE TO BUSINESS THAN THE LARGE, HECTIC SPRING AND FALL FAIRS. END SUMMARY

1. USLO COMMERCIAL/ECONOMIC OFFICER PERIOT VISITED CANTON FEBRUARY 21 AND FOUND NOT ONE BUT FOUR MINI-FAIRS IN PROGRESS AT THE CANTON TRADE FAIR BUILDING. IN ADDITION TO THE FOREST PRODUCTS FAIR (FEBRUARY 21 TO MARCH 2) SPONSORED BY THE CHINA NATIONAL NATIVE PRODUCE AND ANIMAL BY-PRODUCTS CORPORATION, SMALL FAIRS WERE LIMITED OFFICIAL USE

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ALSO BEING HELD FOR MEDICINES, GARMENTS AND LIGHT INDUSTRIAL

PRODUCTS. TAKEN TOGETHER, THESE EXHIBITIONS SEEM TO CONSTITUTE ONE OF THE "MINI-CANTON FAIRS" WHICH ARE HELD REGULARLY FOR HONG KONG CHINESE BUSINESSMEN BETWEEN THE LARGER SEMI-ANNUAL TRADE FAIRS. ABOUT 200 HONG KONG BUSINESSMEN WERE ON HAND AT THE TUNG FANG HOTEL, BUT MORE MAY HAVE BEEN QUARTERED AT OTHER HOTELS IN THE CITY.

2. THE FOREST PRODUCTS FIAR (WHICH APPEARED SIMILAR TO THE OTHERS) IS A SMALL AFFAIR CONFINED TO THE NATIVE PRODUCE CORPORATION DISCUSSION ROOMS ON THE SECOND FLOOR OF THE CANTON FAIR BUILDING. THE CORPORATION'S LARGE DISPLAY AREA ON THE FIRST FLOOR AND DISCUSSION ROOMS ON OTHER FLOORS WERE NOT IN USE. ON DISPLAY IN THE DISCUSSION ROOMS WERE REPRESENTATIVE ITEMS IN BAMBOO AND STRAW PRODUCTS, WAX DECORATIVE CANDLES, FIREWORKS, WOODEN BOWLS AND TABLEWARE, METAL KITCHEN IMPLEMENTS AND WOOD FOR FURNITURE. ALL OF THESE PRODUCTS ARE HANDLED BY THE CORPORATION'S NATIVE PRODUCTS DEPARTMENT IN PEKING; THE MANAGER OF THAT DEPARTMENT, LIN I-SHENG (2651/3015/3932), IS THE CHAIRMAN OF THIS MINI-FAIR. ON THE OPENING MORNING OF THE FAIR ONLY A FEW OF THE DISCUSSION ROOMS WERE IN USE AND ONLY ONE WESTERNER WAS PRESENT, A BRITISH BUSINESSMAN FROM HONG KONG.

3. PERITO MET WITH CHAIRMAN LIN, VICE-CHAIRMAN KUO HENG-YEN (6753/1854/3508) AND OTHER OFFICIALS AT THE FOREST PRODUCTS FAIR. ALTHOUGH NO AMERICAN BUSINESSMEN HAD YET ARRIVED, THE CHINESE SAID TWO U.S. FIREWORKS FIRMS (FAR EAST IMPORTS AND RED DEVIL) AND TWO BAMBOO IMPORTERS (CLIPPER INDUSTRIES AND HOMAN CHINA IMPORTS) WERE AMONG ABOUT TEN U.S. FIRMS WHICH RECEIVED INVITATIONS. IN ADDITION, TRADERS FROM EUROPE, JAPAN AND MALAYSIA HAD ALSO BEEN INVITED TO ATTEND. ACCORDING TO THE OFFICIALS, THIS IS THE SECOND TIME THAT FOREIGNERS, BUT THE FIRST TIME THAT AMERICANS, HAVE RECEIVED INVITATIONS.

4. IN EXPLAINING THEIR DECISION TO INVITE OTHER THAN HONG KONG CHINESE BUSINESSMEN, OFFICIALS SAID THE MINI-FAIRS PROVIDED A MORE RELAXED ATMOSPHERE FOR DISCUSSIONS THAN THE LARGE CANTON TRADE FAIRS. THEY LIMITED OFFICIAL USE

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ALSO SAID A GREATER SELECTION OF GOODS IS AVAILABLE AT SUCH A MINI-FAIR THAN AT THE LARGE CANTON FAIRS AND, MOREOVER, IT IS PREFERABLE TO INVITE BUYERS TO SEE ALL THE DEPARTMENT'S SAMPLES THAN TO SEND INDIVIDUAL SAMPLES ABROAD. FIRMS INVITED TO THE SMALL FAIRS COULD ALSO RECEIVE INVITATIONS TO THE CANTON FAIRS, THE OFFICIALS SAID.

5. COMMENT: BY INCLUDING SELECTED FOREIGN BUSINESSMEN
IN SMALL FAIRS WHICH PREVIOUSLY HAVE BEEN HELD
ONLY FOR THE HONG KONG CHINESE, PRC TRADE OFFICIALS
SEEM INTERESTED IN PROVIDING A MORE CONDUCTIVE ATMOSPHERE
VCOR BUSINESS IN CERTAIN SELECTED LINES OF GOODS,
THAN THE LARGE AND OFTEN HECTIC CANTON TRADE FAIRS.
THIS DOES NOT MEAN, HOWEVER, THAT THE CANTON TRADE
FAIR WILL BECOME ANY LESS IMPORTANT IN THE OVERALL
SCHEME OF PRC EXPORT PROMOTION.
BUSH

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